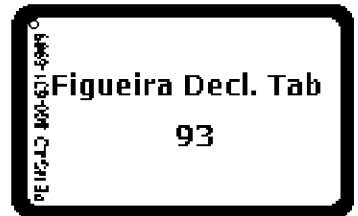


To: "David Eun" <deun@google.com>  
From: "Bhanu Narasimhan" <bhanun@google.com>  
Cc:  
Bcc:  
Received Date: 2006-06-28 17:13:09 CST  
Subject: Re: Illegal Uploads

---



Hi Dave,

We catch around 10% of all online user uploaded videos during review. Of these approximately 90% is disapproved due to copyright violation, and the rest due to policy (porn, violence, etc.) We discuss these stats weekly in the ops team meeting so I am enclosing our slides from this week - see slides 3-9 for review and takedown stats.

Please let me know if you would like more information or if you need this data summarized differently. Also, the raw data is in our filer and is updated weekly so if you would like to get access to this, do let me know.

To be honest, I don't have insight into youtube stats but I believe they proactively review videos based on #playbacks in the last Xmins (if a video is getting very popular) and takedown if the video has porn or other bad content. I am not sure they do anything about copyright other than take these down when they get a dmca. I can try to ask around and find out more.

Thanks,  
Bhanu

On 6/28/06, David Eun <deun@google.com> wrote:

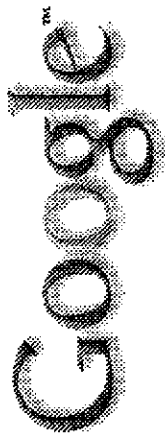
>  
> Bhanu,  
>  
> In the swirl of discussions around copyright enforcement policies, can you  
> tell me how many illegal videos we "catch" every week on average and what  
> types/kinds/categories they fall into?  
>  
> How do they correspond to the stuff that gets uploaded to YouTube?  
>  
> Your info and insight would be appreciated!  
>  
> Dave  
>  
> --  
> David Eun  
> NY: 212-589-8070  
> MV: 650-253-1993  
>

---

Attachments:

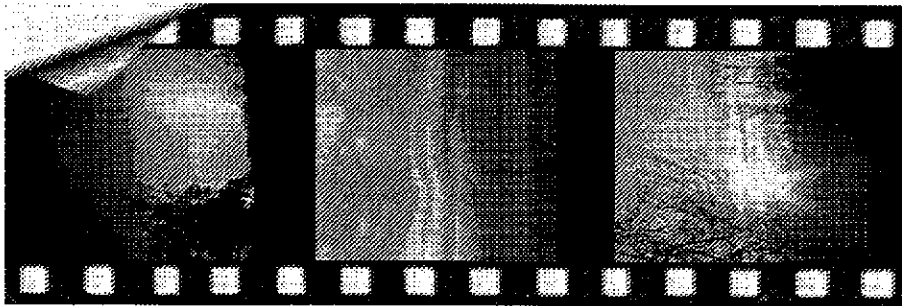
Video Meeting 06-26-06.ppt



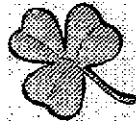


## Google Video Team Meeting

### Agenda for 6/26/06



- Updates



Welcome, Dublin Team!

Video Reviews - Amy

Take Downs & DMCA – Katrina & Stephanie

Emails – Sarah

Frankie – CBG meeting

Harappa Meeting – cancelled!

- Boo Boos, and Warm Fuzzies

- Our Google Video \*STAR(s)\*

- Special Topics

- T-shirts / jerseys

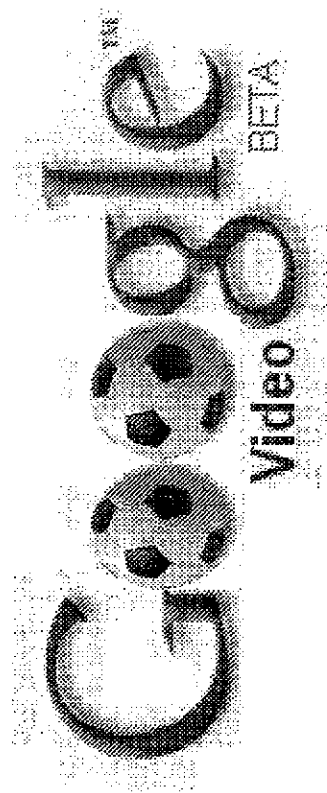
- Two Truths & a Lie - Sarah

93-0002



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# Video Review Statistics



June 17<sup>th</sup> - 23<sup>rd</sup>, 2006

Google Search

Search recent TV programs online.

93-0003

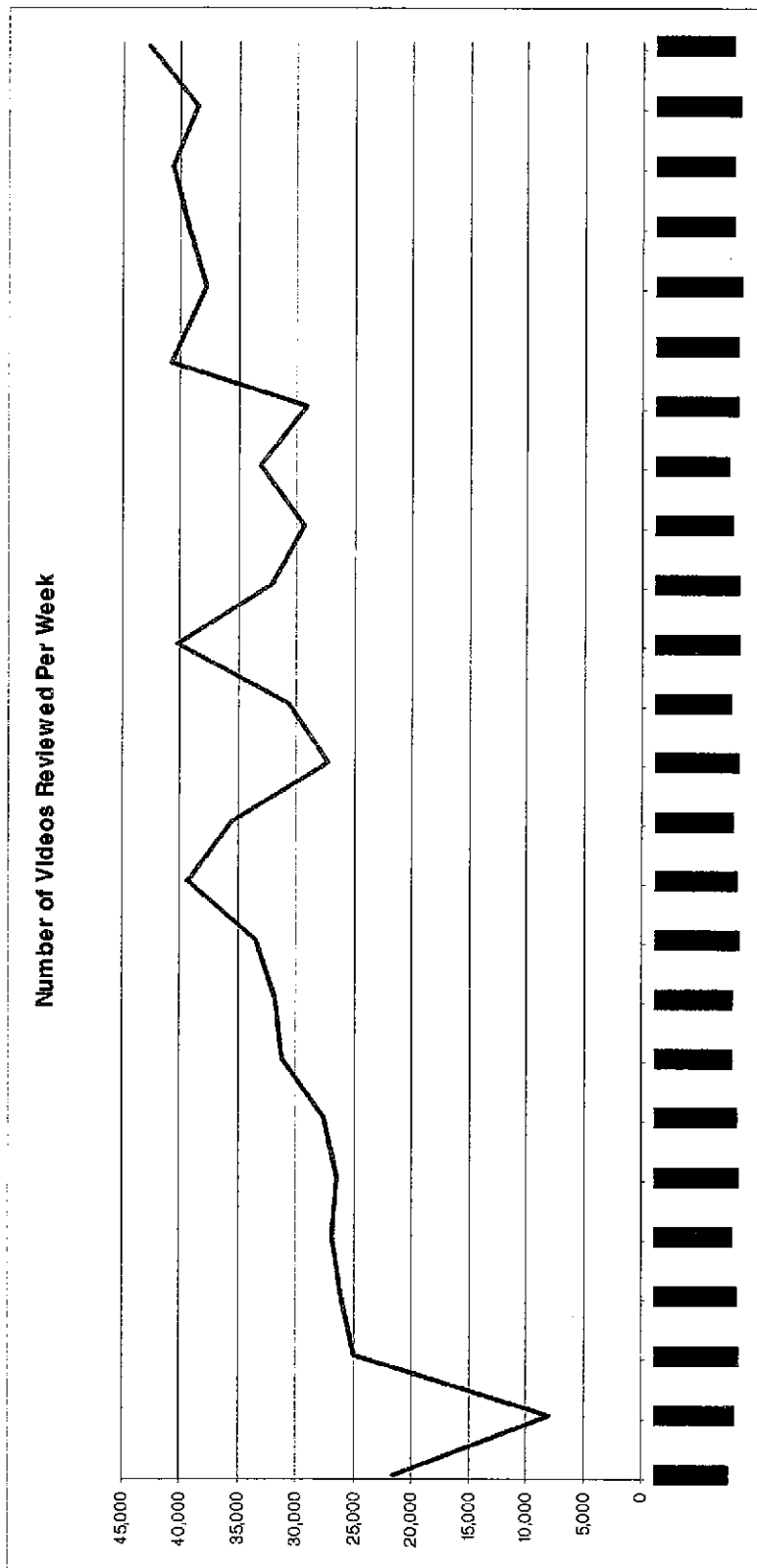
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## Google Video Team

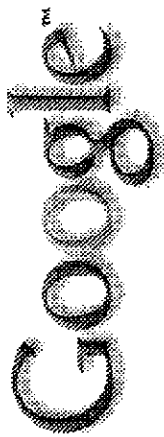
Total Videos Reviewed: 42,679!

- That's 4,187 more than last week



93-0004

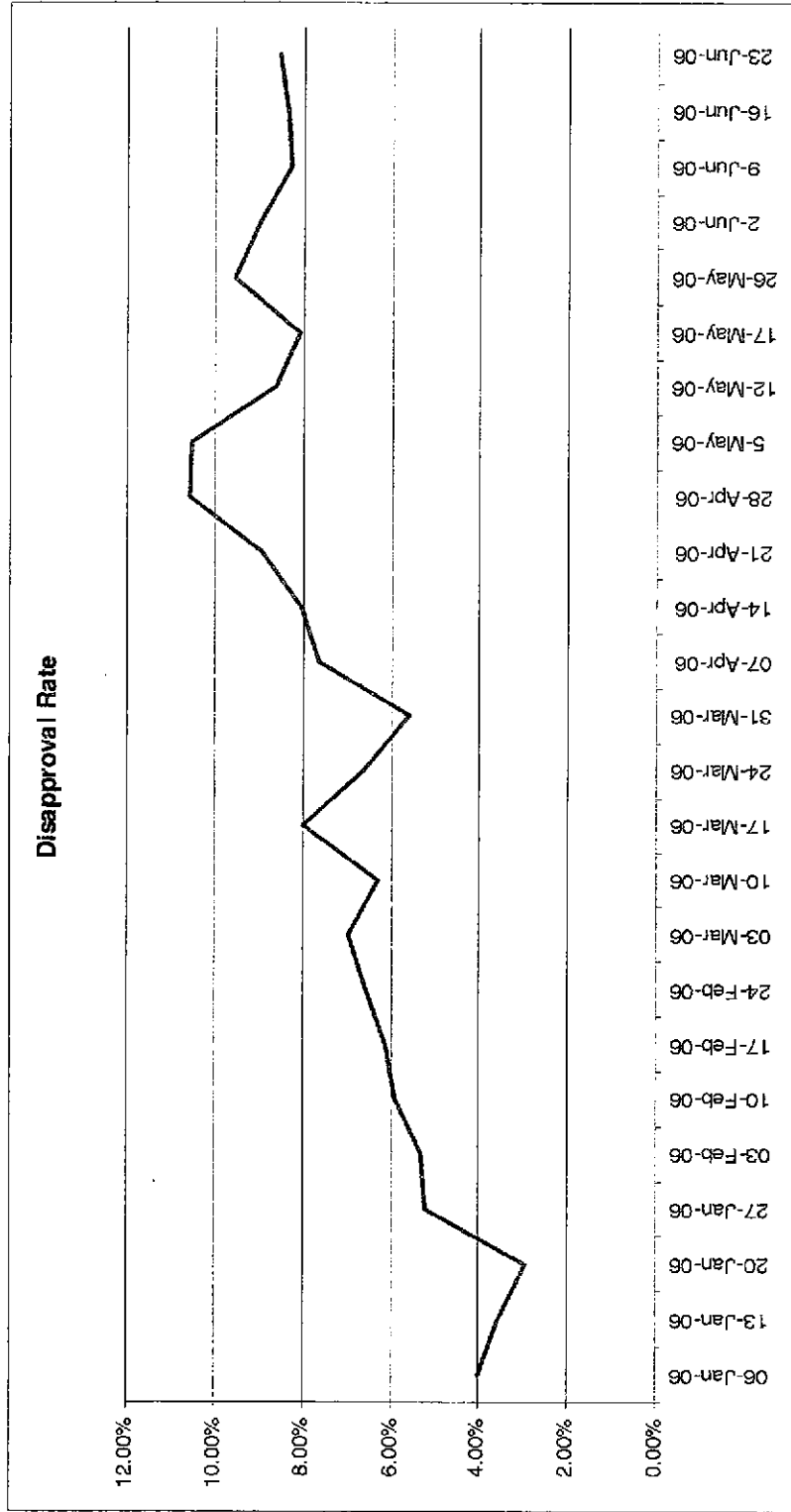
Confidential



## Google Video Team

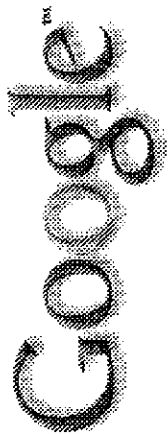
Total Disapprovals: 3,640

- That's 424 more than last week, and 8.5% of total reviews
- That means we approved 39,039 videos this week!



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93-0005



## Google Video Team

### Disapproval Reasons

# Disapproved		Reason	% of total Disapproved	
Last week	This week		Last week	This week
1532	1955	TV General	47.6%	53.7%
755	722	TV Sports	23.5%	19.8%
377	396	Music	11.7%	10.9%
197	218	Film	6.1%	6.0%
297	285	Porn/Nudity	9.2%	7.8%
22	27	Bad Quality	0.7%	0.7%
4	4	Obscenity	0.1%	0.1%
29	28	Violence	0.9%	0.8%
3	5	Drug Use	0.1%	0.1%
4	2	Illegal Content	0.1%	0.1%

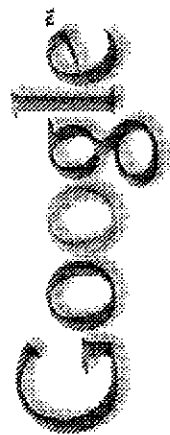
90.4%  
total  
Copyright  
violations

9.6% total  
Policy  
violations

93-0006



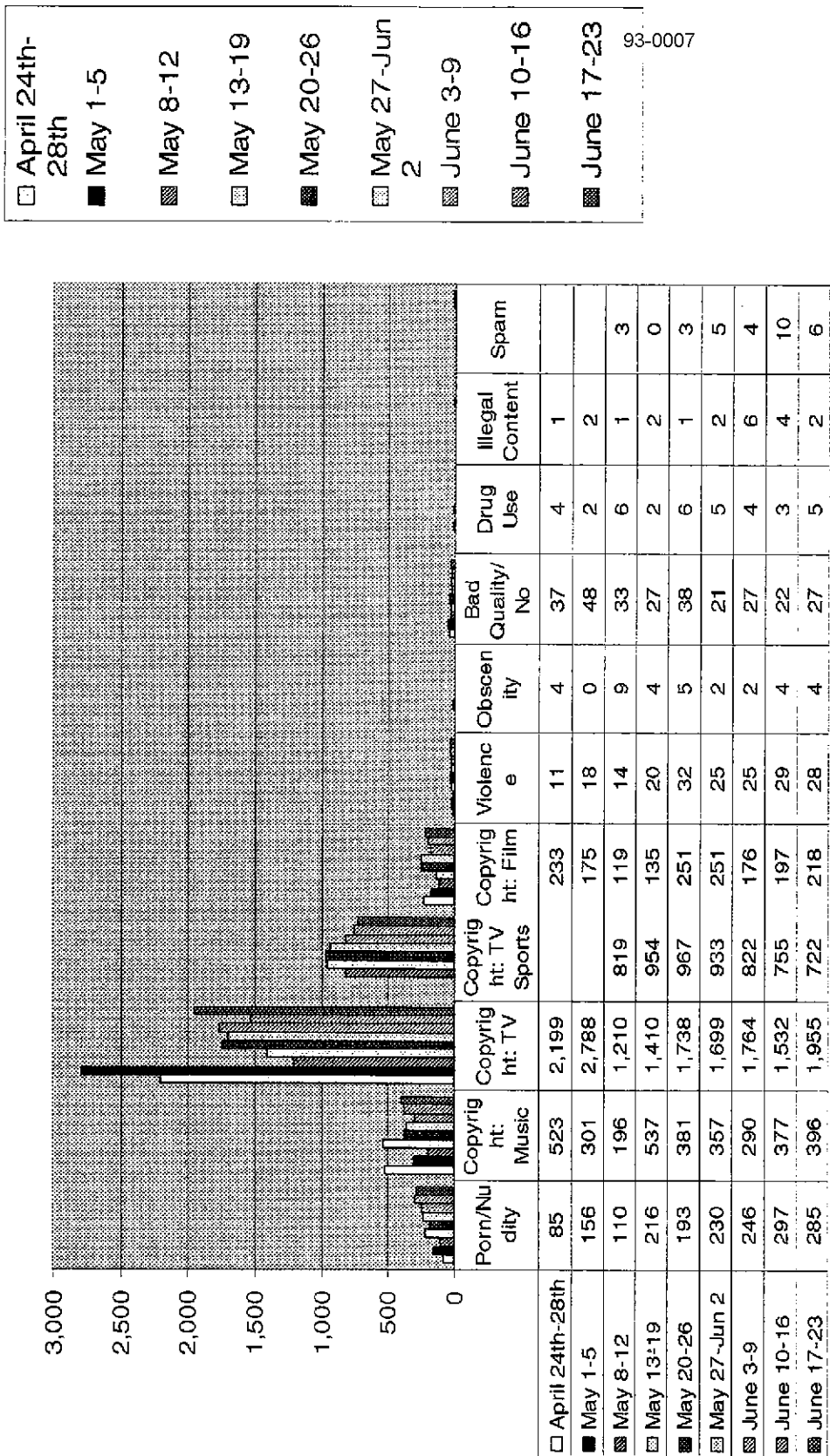
Confidential

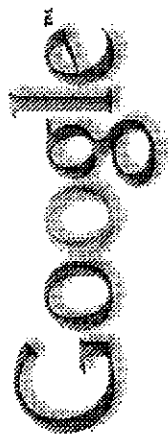


## Google Video Team

### Disapproval Trends

#### Disapproval Reasons





## DMCA & Takedown Updates by Katrina & Steph

### • DMCA:

- 9 total complaints with 110 takedowns
- Notable DMCA:

#### UFC:

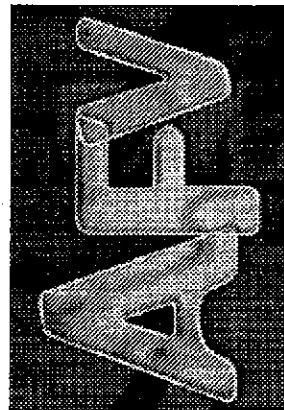
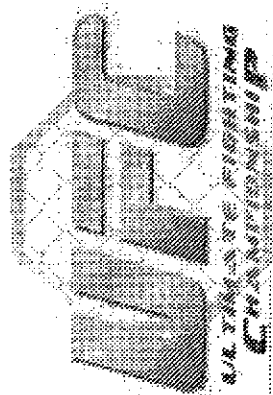
More fighting clips

#### Playboy:

Grateful Dead & Byrds at  
Playboy Mansion

#### Hollywood Licensing:

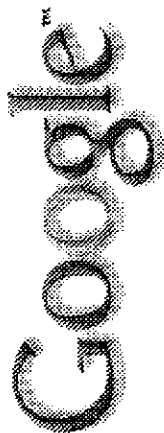
AFV content



93-0008

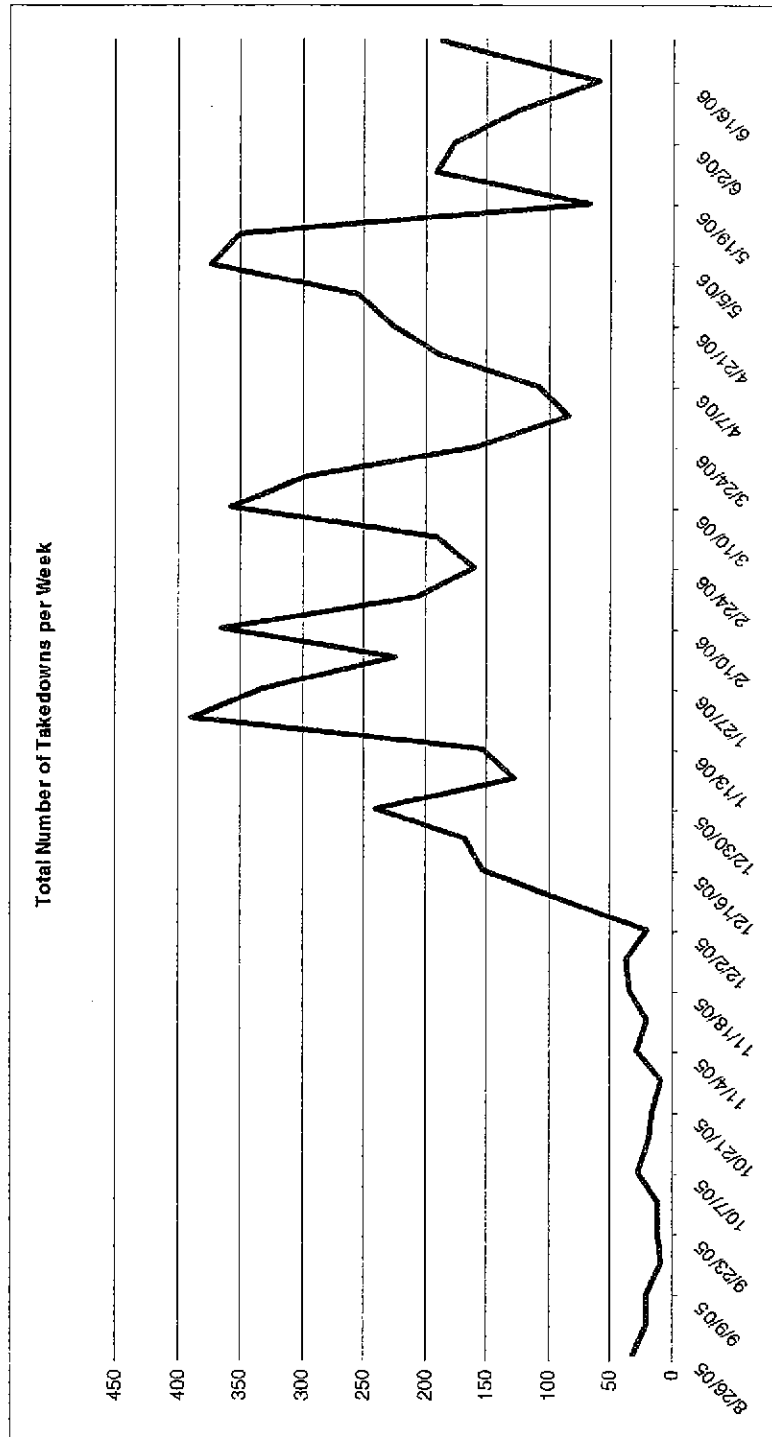
Confidential





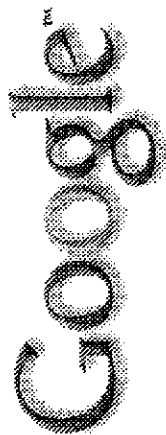
## Takedowns...

- Total Takedowns including DMCA's: 186, increase from 60 last week
- Total Takedowns from Sparrow: 61, increase from 51 last week



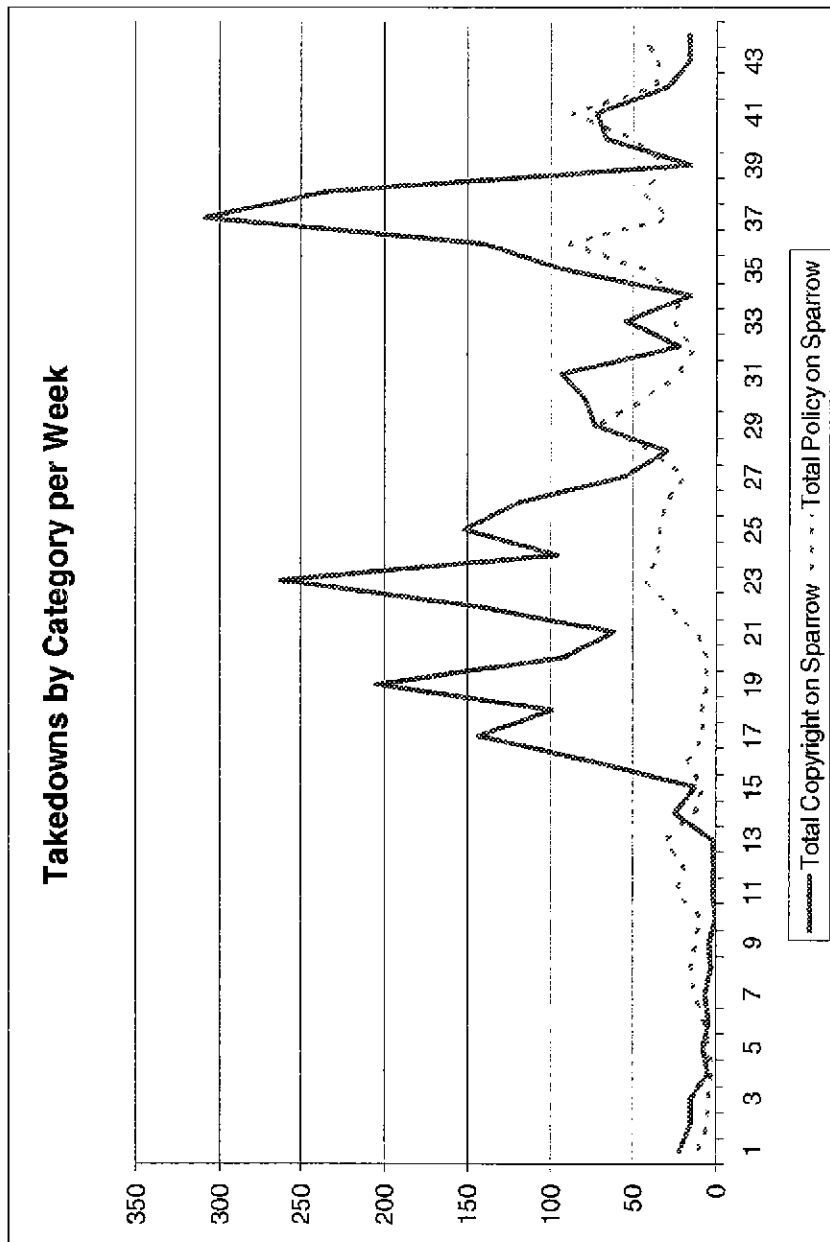
93-0009

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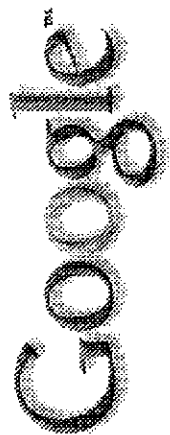


## Takedowns...

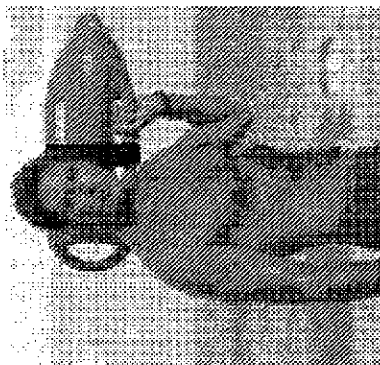
- Copyright on sparrow: 16, equal to 16 from last week
- Policy on sparrow: 45, increase from 35 last week
- Porn: 22, Violence: 17, Video Quality: 2, Drugs: 1, Obscenity: 1, Hate/Anti: 1, Illegal: 1



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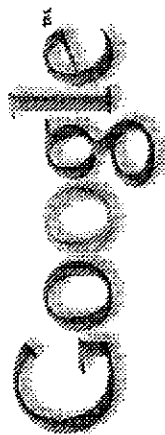
## Notable Takedowns



93-0011



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## Google Video Team

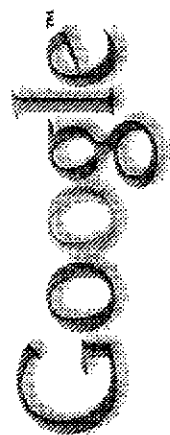
### Email Updates

June 17th – June 23rd

- emails Received: 681 (633 last week)
- emails Sent: 512 (442 last week)

Average: 102 emails a day





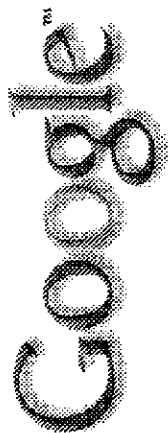
## VIDEO

33% emails Uploader

- 23 - Uploader Tech: Transcoding Failed, Gmail Upload Issues
  - 13 - Uploader Tech: Reload Technical Difficulties, Error Security Settings
- 25% emails Playback
- 20 - GVP: Connection Error, Audio Issue
  - 13 - GVP: Access Purchased Video, Proxy and Password Auth. Issues
- 25% emails Policy – DMCA/Tools Auto Email
- 40 - responses for Videos Removed for Policy, URL, Copyright Violations

93-0013

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## **CBG**

8% emails Video Buyer Questions

8 - refunds: Multiple Purchase (3), Technical Difficulties (4), Refund General (1)

16 - Can't See IP, Online Requirement, Can I Charge?

## **One - offs**

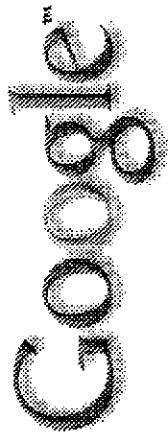
5 - Video One-offs

- User asked about using Video API

93-0014

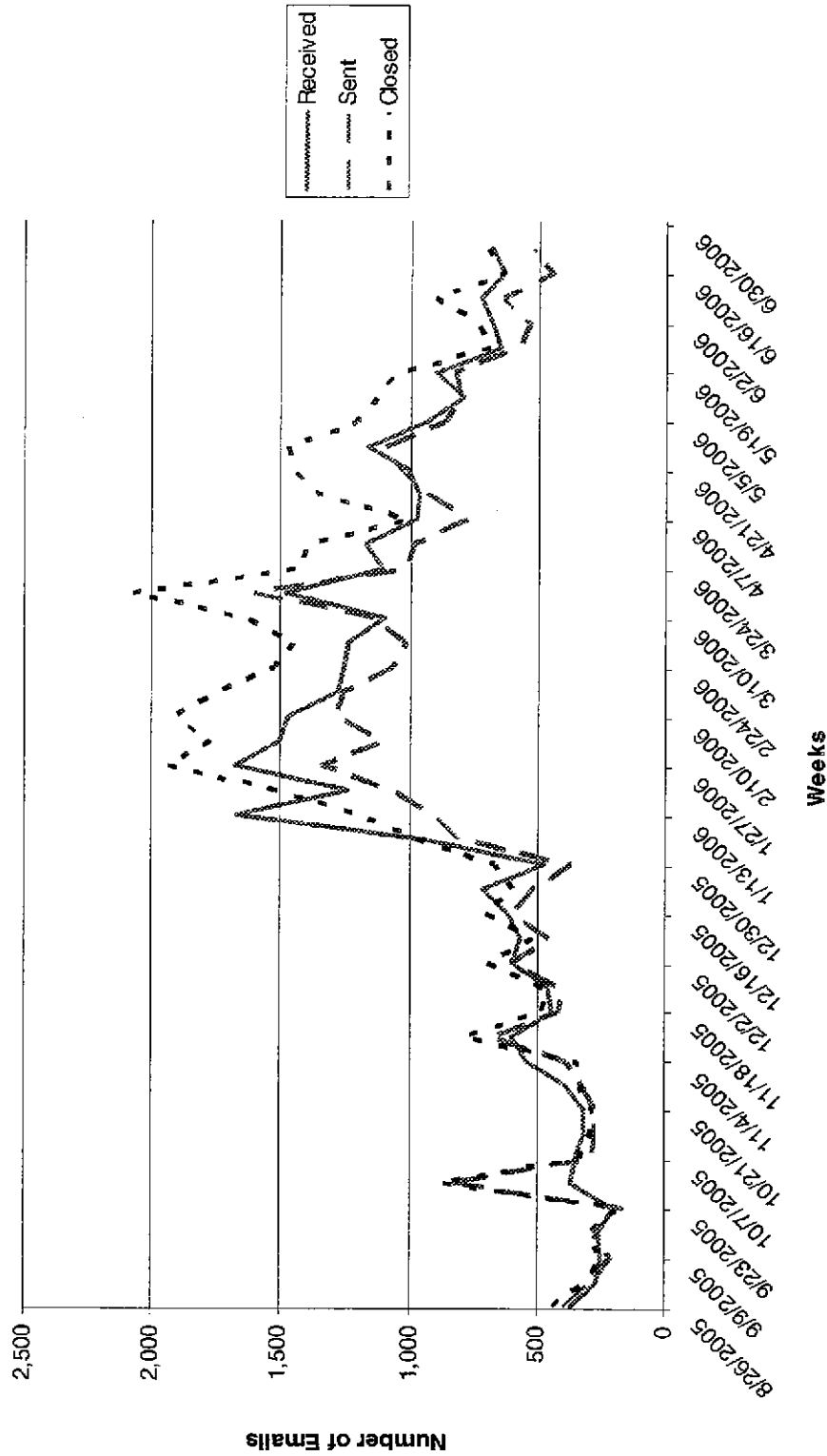
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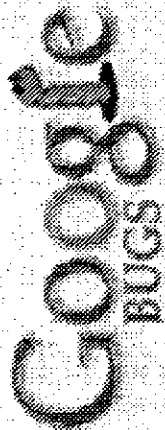
\\filer\shares\GoogleVideoOperations\Ops Stats

Google Video Emails per Week

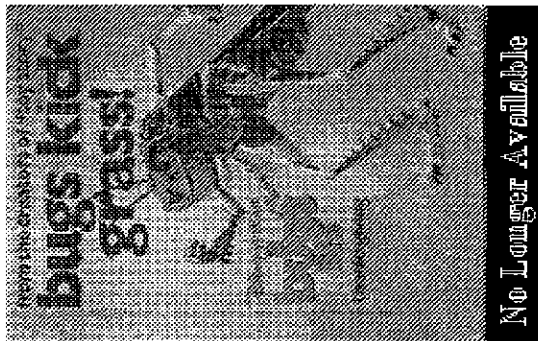


93-0015

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## Google Video Team



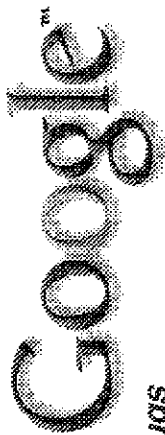
### UPLOADER

- 513399 - Bad Response from server: expected 200 OK; got HTTP/1.1 403 Forbidden (Occurs with Mac OS)
- 101770 - Gmail login/Googlemail Upload Issue
- 102697 - Upload fails > 1GB
- 103110 - Uploading Multiple Files at once
- \* Niko created new version of Windows Uploader, under review
- Videos Stuck: 1. Transcoding in Progress (corrupted videos in Neptune) 2. Web based uploads – link not working (not enough bandwidth)

93-0016

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## CBG Meeting Notes

### Bugs

- 511269 Cancelled order cannot be repurchased  
*Nothing new to report*

### CBG Updates

- the CBG launch is planned for late next week (6/29)  
*In preparation, CBG is going through all of their CRs to make sure they reference the external name "Google Checkout"*

- Escalating Bugs to CBG

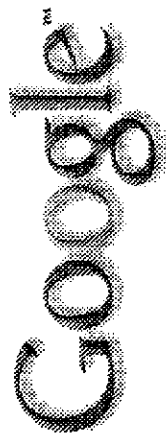
*CBG created a new queue for bugs. If we are routing a ticket related to a bug, we should now route to **CBG Bug Reports (ROUTE HERE)** - (24 hrs)*

*Types of bugs related tickets we may route:*

*Pending orders needing a status check*

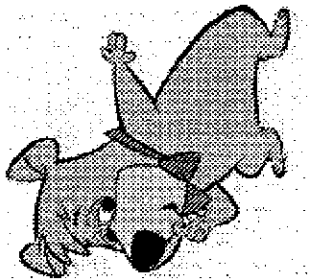
*Bug in UI when trying to place an order*

*Bug in account (i.e.. Seeing garbled data on receipt page)*

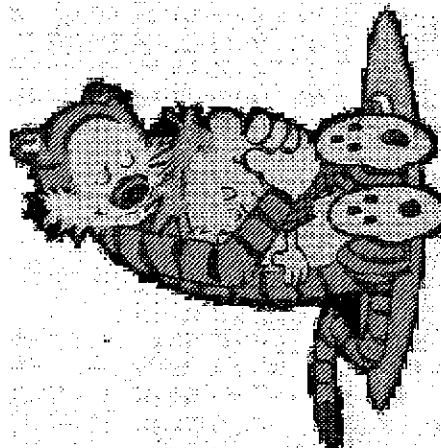


## Google Video Team

### BOO BOO!



Share your "Boo-Boo" moment!



### Warm fuzzy responses

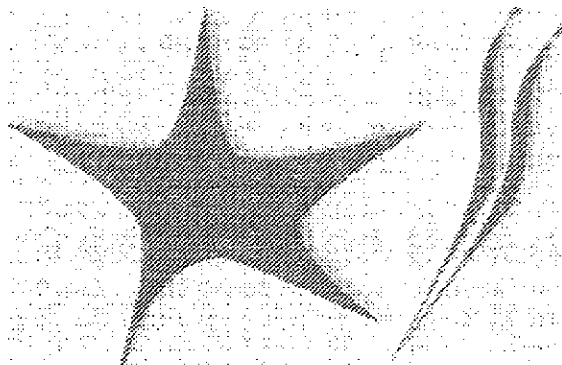
- Hi, Google Video is just one of those services you can't get enough of, I think of it as an online video sharing community, watching other videos and uploading your own.
- Thank you so much for the support a prompt reply. Outstanding service!
- Superb service! I just stumbled across the "embed HTML" feature in sending a video. This is a great feature that, unfortunately, is easily overlooked. It really added FLAIR to my blog and web pages.

93-0018

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Google™

Gold Stars! ★

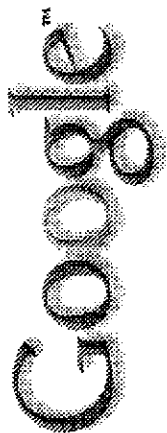


Who helped you out this week?

93-0019



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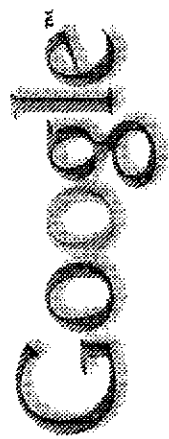
Google Video T-shirt



Soccer Jerseys?

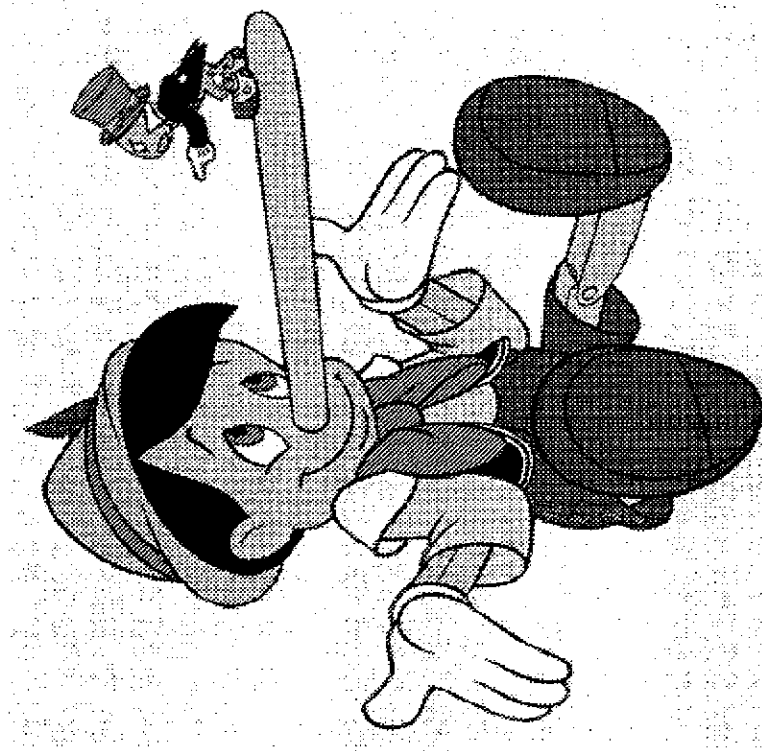
[http://www.soccer.com/IWCatProductPage.process?Merchant\\_Id=1&Section\\_Id=1265  
&pcount=&Product\\_Id=159547](http://www.soccer.com/IWCatProductPage.process?Merchant_Id=1&Section_Id=1265&pcount=&Product_Id=159547)

<http://www.wholesale-patches.com/gallery.htm>



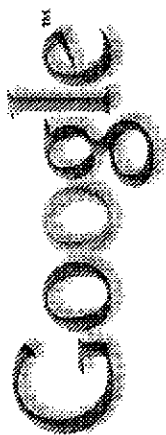
## Two Truths & A Lie

Sarah



93-0021

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## Next Week's Meeting

- Meeting Leader?
- Harappa Team Meeting?
- Two Truths & A Lie?

